Order	S

Order / Rev:

103613

Alt Order #:

06830213

Product Desc:

HELLER FOR SENATE

Estimate:

Flight Dates:

Original Date / Rev:

08/08/12 - 08/14/12

06/27/12 / 07/17/12

Order Type:

**GENERAL** 

Primary AE:

Sales Office:

Sales Region:

KSNV

Amy McCreary

BLPHI

National

Agency

Name:

Strategic Media Services, Inc.

**Buying Contact:** 

Billing Contact:

3299 K St. NW

Washington, DC 20007

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

15%

Cash

Broadcast

EOM/EOC

Advertiser

Name:

Priority:

A35+

Product Codes:

Demographic:

PLC01

SELECT PRIORITY CODE

Revenue Codes:

POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date End Date # Spots Gross Amount Net Amount 07/30/12 08/14/12 29 \$20,850.00 \$17,722.50 Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	29	\$20,850.00	\$17,722.50	0.00
Totals	29	\$20,850.00	\$17,722.50	0.00

00:15:00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	23%	\$20,850.00
Market	100%	\$90,652.17

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	36%	\$32,634.78
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$16,317.39
KTUD	1%	\$906.52
KVVU	15%	\$13,597.83
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$6,345.65

	Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spot	s	Rate Pri	Rtg Type	Spots	Amount
-	E 1	KSNV	08/08/12	08/10/12	M-F 5-6a WakeUp w	We@M	5-6a	WTF	:30	3	\$400.001	0.00 NM	3	\$1,200.00
					M-F 5-6a WakeUp w	/Wagners								
		NEWS												
		<u>Star</u>	rt Date <u>I</u>	End Date	Weekdays Sp	ots/Week	<u>Rate</u>	Rating						
	W	eek: 08/0	06/12 (	08/12/12	WTF	3	\$400.00	0.00						

Print Date: 07/17/12 11:59:54

**KSNV** 

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Order / Rev:

103613

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #:

06830213

Product Desc:

HELLER FOR SENATE

Flight Dates:

08/08/12 - 08/14/12

Estimate:

Ch Ln Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount KSNV 08/08/12 08/10/12 M-F 5-6a WakeUp w/WaQM :30 5-6a --MTE 3 \$400.001 0.00 NM \$1,200.00 M-F 5-6a WakeUp w/Wagners NEWS Start Date End Date Weekdays Spots/Week Rating Rate --WTF--Week: 08/06/12 08/12/12 \$400.00 0.00 KSNV 08/13/12 08/14/12 M-F 5-6a WakeUp w/WaQM 5-6a MT----:30 2 \$400.001 0.00 NM 2 \$800.00 M-F 5-6a WakeUp w/Wagners **NEWS** End Date Weekdays Rating Start Date Spots/Week Rate \$400.00 Week: 08/13/12 08/19/12 0.00 08/13/12 08/13/12 M-F 6-7a WakeUp w/WaQM :30 \$700.001 6-7a M-----1 0.00 NM \$700.00 1 M-F 6-7a WakeUp w/Wagners **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/13/12 08/19/12 M-----\$700.00 0.00 M-F 6-7a WakeUp w/WagM KSNV 08/08/12 08/08/12 :30 --W----\$700.001 0.00 NM \$700.00 M-F 6-7a WakeUp w/Wagners NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/06/12 08/12/12 - lal -- -\$700.00 0.00 KSNV 08/09/12 08/09/12 **Today Show** СМ 658a-9am :30 1 \$1,400.001 0.00 NM \$1,400.00 **Today Show** TODAY SHOW Spots/Week Start Date **End Date** Weekdays <u>Rate</u> Rating Week: 08/06/12 08/12/12 ---T--\$1,400.00 0.00 E 6 KSNV 08/08/12 08/10/12 M-F Early News CM 5-630p --W-F--:30 2 \$1,000.001 0.00 NM 2 \$2,000.00 M-F Early News **NEWS** Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 08/06/12 08/12/12 --W-F--2 \$1,000.00 0.00 08/14/12 08/14/12 M-F Early News KSNV CM 5-630p 1 \$1,000.001 -T----:30 0.00 NM \$1,000.00 M-F Early News **NEWS** Spots/Week Start Date End Date <u>Weekdays</u> Rate Rating Week: 08/13/12 08/19/12 \$1,000.00 0.00 KSNV 08/08/12 08/10/12 M-F Wheel CM 7-730pm :30 3 \$1,000.001 --WTF--0.00 NM 3 \$3,000.00 M-F Wheel of Fortune WHEEL Spots/Week Start Date End Date Weekdays Rating Rate Week: 08/06/12 08/12/12 -WTE--3 \$1,000.00 0.00 KSNV 08/13/12 08/14/12 M-F Wheel ÇМ 7-730pm :30 2 \$1,000.001 0.00 NM MT----2 \$2,000.00 M-F Wheel of Fortune WHEEL Start Date **End Date** Weekdays Spots/Week Rate Rating 08/19/12 Week: 08/13/12 \$1,000.00 0.00E 10 KSNV 08/08/12 08/08/12 Face to Face w/ RalstonCM 730-758pm --W----:30 \$800.001 0.00 NM 1 \$800.00 Face to Face w/ J.Ralston **FACE** Start Date End Date Rating <u>Weekdays</u> Spots/Week Rate -W----Week: 08/06/12 08/12/12 0.00 \$800.00 E 11 KSNV 08/08/12 08/09/12 Olympics Late News 3 CM 11pm-12:35am --WT---:30 2 \$1,000,001 0.00 NM 2 \$2,000.00 Late News during Olympics **NEWS AFT OLY End Date** Weekdays Rating Start Date Spots/Week Rate 08/12/12 --WT---Week: 08/06/12 2 \$1,000.00 0.00 ----SS E 12 KSNV 08/11/12 08/12/12 Sa-Su Early News CM 5pm-630pm :30 \$650.001 0.00 NM 2 \$1,300.00 Sa-Su Early News **NEWS** Spots/Week Rating Start Date End Date <u>Weekdays</u> Rate -----55 Week: 08/06/12 08/12/12 \$650,00 0.00E13 KSNV 08/12/12 08/12/12 CM 11pm-12:35am :30 1 \$1,500.001 0.00 NM ----S \$1,500.00

Print Date: 07/17/12 11:59:54

KSNV

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Order / Rev:

103613

Advertiser:

Heller, Dean for U.S. Senate

Alt Order#: Flight Dates: 06830213

08/08/12 - 08/14/12

Product Desc:

HELLER FOR SENATE

Estimate:

NEWS   Start Date   End Date   Weekdays   Spots/Week   Rate   News 3 Sunrise   SATURDAY	Ln	Ch	Start	End	Inventory Code		Start/End Ti	ime Days	Len Sp	ots	Rate Pri	Rtg Type S	Spots	Amount
NEWS   Start Date   End Date   Weekdays   Spots/Week   Rate   Start Date   Start	Olympics Late News 3													
Start Date   End Date   Weekdays   Spots/Week   Rate   \$1,500.00   0.00		VIE/V/G			Late News during	Olympics								
Week: 08/06/12   08/12/12			rt Date	End Data	Meekdays	Snote AMook	Date	Datina				ı		
E 14 KSNV   08/11/12   08/11/12   News 3 Sunrise - SATURDM   News 3 Sunrise SATURDMY   Start Date   End Date   Weekdays   Spots/Week   Rate   S350.00   0.00	W						***************************************							
NewS   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Start Date   Week 08/06/12   08/10/12   NewS 3 Olympic Zone   CM   7:30-8:00PM  wTF   :30   1 \$750.001   0.00 NM   1 \$750.00					News 3 Sunrise -				:30	1	\$350.001	MIA OO O	1	\$350.00
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   0.00		,,,,,,,	00, 11, 1				04 74	5	.00	•	φοσο.σσ ι	0.00 14171	'	Ψ000.00
Week: 08/08/12   08/12/12   08/12/12   08/10/12   News 3 Olympic Zone		NEWS												
E 16 KSNV 08/08/12 08/10/12 News 3 Olympic Zone CM 7:30-8:00PMwTF :30 1 \$750.001 0.00 NM 1 \$750.00   News 3 Olympic Zone    OLY ZONE		<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
NewS 3 Olympic Zone   NewS 3 Olympic Zone	W	eek: 08/	06/12	08/12/12	S-	1	\$350.00	0.00						
OLY ZONE	E 16	KSNV	08/08/1	12 08/10/12	News 3 Olympic 2	Zone CM	7:30-8:00PM	WTF	:30	1	\$750.001	0.00 NM	1	\$750.00
Start Date   Week: 08/06/12   08/12/12  WTF					News 3 Olympic	Zone								
Week: 08/06/12   08/10/12   08/10/12   08/10/12   Wake Up Early w/ Wagn@M   430a-5a  wT   :30   2														
E 17 KSNV   08/08/12   08/10/12   Wake Up Early w/ Wagn@M   430a-5a  wT   :30   2 \$150.001   0.00 NM   2 \$300.00						Spots/Week								
NEWS   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating		- +	- +,			1	• • • • • • • • • • • • • • • • • • • •							
NEWS   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Start Date   Week: 08/13/12   08/14/12   08/14/12   Noon News   N	E 17	KSNV	08/08/1	12 08/10/12	•	_	430a-5a	WT	:30	2	\$150.001	0.00 NM	2	\$300.00
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating		NEWC			wake Up Early v	vagners								
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E 18 KSNV 08/14/12 08/14/12 Noon News	۱۸/											l l		
NEWS    Start Date   End Date   Weekdays   Spots/Week   Rate   Rating									-30		¢425.00.1	0.00 NM	4	<b>#405.00</b>
NEWS    Start Date   End Date   Weekdays   Spots/Week   Rate   Rating	L 10	KOIV	00/14/	12 00/14/12		Civi	12-1230piii	-,	.30	J	<b>⊅42</b> 3.00 Г	U.UU INIVI	ı ı	\$425.00
Week: 08/13/12         08/19/12         -T         1         \$425.00         0.00           N 19 KSNV 08/13/12 08/13/12         Noon News CM 12-1230pm Noon News Noon News         CM 12-1230pm Noon News Noon News Noon News         1         \$425.00 0.00 Noon News News Noon News Noon News News News News News News News News		NEWS			110011 110W3									
Week: 08/13/12         08/19/12         -T         1         \$425.00         0.00           N 19 KSNV 08/13/12 08/13/12         Noon News CM 12-1230pm Noon News Noon News         CM 12-1230pm Noon News Noon News Noon News         1         \$425.00 0.00 Noon News News Noon News Noon News News News News News News News News		Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Noon News   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating	W	eek: 08/	/13/12	08/19/12	-T	1	\$425.00							
Noon News   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating	N 19	KSNV	08/13/	12 08/13/12	Noon News	СМ	12-1230pm	M	:30	1	\$425.001	0.00 NM	1	\$425.00
Week: 08/13/12       08/19/12       M       1       \$425.00       0.00         N 20 KSNV 08/13/12       08/13/12       Wake Up Early w/ Wagn@M       430a-5a       M       :30 1       \$200.00 1       0.00 NM       1       \$200.0         Wake Up Early Wagners         Start Date End Date Weekdays Spots/Week       Rate Rating         Week: 08/13/12       08/19/12       M       1       \$200.00       0.00					Noon News		·				•			,
Week: 08/13/12       08/19/12       M       1       \$425.00       0.00         N 20       KSNV       08/13/12       08/13/12       Wake Up Early w/ Wagn@M       430a-5a       M       :30       1       \$200.00       0.00       NM       1       \$200.0         Wake Up Early Wagners         Start Date       End Date       Weekdays       Spots/Week       Rate       Rating         Week: 08/13/12       08/19/12       M       1       \$200.00       0.00		Sta	ırt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Wake Up Early Wagners <u>Start Date End Date Weekdays Spots/Week Rate Rating</u> Week: 08/13/12 08/19/12 M 1 \$200.00 0.00	W	eek: 08	/13/12	08/19/12	M	1	\$425.00	0.00						
Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/13/12 08/19/12 M 1 \$200.00 0.00	N 20	KSNV	08/13/	12 08/13/12	Wake Up Early w	/Wagn@M	430a-5a	Мнннни	:30	1	\$200.001	0.00 NM	1	\$200.00
Week: 08/13/12 08/19/12 M 1 \$200.00 0.00					Wake Up Early V	Vagners								•
		<u>Sta</u>	<u>ırt Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
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1 Otals 29 Φ20,000.0										•		Totals	29	\$20,850.00